



UNIVERSITI TEKNOLOGI MARA (UTM)

THE IMPACT OF NONVERBAL COMMUNICATION
NONVERBAL COMMUNICATION MADE BY CUSTOMERS
OF MANHATTAN FISH MARKET ON THE WAITERS OF
SUNWAY VELOCITY OUTLET

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ABSTRACT

Nonverbal communication has been used since before verbal communication was born. In today's world, we use it ever so often especially waiters at restaurants when explaining the menu to customers. Past research on the topic indicate that nonverbal communication in service providers can help understand what customers want. A total of six (6) informants were sampled from Manhattan Fish Market, Sunway Velocity outlet. They were evaluated on the impact nonverbal communication has on their job and the challenges they face with foreign customers that do not otherwise, understand our language. The results of the study indicate that nonverbal cues are very important and very useful in communicating with foreign customers. Hand gestures, sign language and the use of basic kinesics were seen to have the most impact in doing their job. The current study looks at the vast use of nonverbal communication in our everyday life. It is highly hoped that the information gathered may also help future service providers to enhance the customer experience.

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